

JOB NO. 848 Number Store Interview Los Angeles April 1955

I'm from the research firm of Elmo Roper. We're doing a survey among cigarette smokers.

1. About how many cigarettes a day do you usually smoke?

Don't smoke (vol.) 9-1 (SKIP TO 10)  
 6 or less 10-1  
 7 - 15 2  
 16 - 25 3  
 26 - 35 4 (ASK 2)  
 36 - 45 5  
 46 - 55 6  
 56 or more 7  
 Don't know 8

2. What brand of cigarettes do you usually smoke?

Non-filters  
 Camel 11-1  
 Chesterfield 2  
 Herbert Tareyton (non-filter) 3  
 Lucky Strike 4 (SKIP TO 4)  
 Old Gold (non-filter) 5  
 Pall Mall 6  
 Philip Morris 7  
 Other (non-filter) 8  
 No regular brand 9

Filters  
 Herbert Tareyton (filter) 12-1  
 Kent 2  
 L & M 3  
 Marlboro 4 (ASK 3)  
 Old Gold (filter) 5  
 Parliament 6  
 Viceroy 7  
 Winston 8  
 Other (filter) 9  
 Filter but no regular brand 0 (SKIP TO 4b)

3a. About how long have you been smoking (brand) regularly?

Less than 2 weeks 13-1  
 2 weeks - 1 month 2  
 1 - 2 1/2 months 3  
 2 1/2 - 4 1/2 months 4  
 4 1/2 months or more 5  
 Don't know 6

b. What brand did you smoke most often before (brand)?

Non-filters  
 Camel 14-1  
 Chesterfield 2  
 Herbert Tareyton (non-filter) 3  
 Lucky Strike 4  
 Old Gold (non-filter) 5  
 Pall Mall 6  
 Philip Morris 7  
 Other (non-filter) 8  
 No regular brand 9  
 Filters  
 Herbert Tareyton (filter) 15-1  
 Kent 2  
 L & M 3  
 Marlboro 4  
 Old Gold (filter) 5  
 Parliament 6  
 Viceroy 7  
 Winston 8  
 Other (filter) 9  
 None or don't know 0

3c. What other brands of filter tip cigarettes do you remember having smoked during the past six months or year? Any others?

Herbert Tareyton (filter) 16-1  
 Kent 2  
 L & M 3  
 Marlboro 4  
 Old Gold (filter) 5  
 Parliament 6  
 Viceroy 7  
 Winston 8  
 Other (filter) 9  
 None or don't know 0

d. Why do you smoke (brand in 2b) now rather than some other filter brand?

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5a. Can you think of any filter tip cigarettes on the market that are fairly new--ones that have been on the market less than a year? Any others?

Herbert Tareyton... 21-1  
Marlboro... 2  
Old Gold... 3  
Winston... 4  
Other... 5 (SKIP TO 6)  
None or don't know... 6 (SKIP TO 6)

b. How many (each brand named) filter cigarettes, if any, have you smoked? (RECORD ABOVE)

	None	Less than one	1-2	3-5	6 or more	Don't know
at all						
22-1	2	3	4	5	6	
23-1	2	3	4	5	6	
24-1	2	3	4	5	6	
25-1	2	3	4	5	6	

IF WINSTON MENTIONED (QUESTIONS 2, 3b, 3c, 4b OR 5a) SKIP TO INSTRUCTION BEFORE QUESTION 7

IF WINSTON NOT MENTIONED AT ALL, ASK 6

6a. There's a new filter tip cigarette on the market called Winston. Have you heard of it by any chance?

Yes... 26-1 (ASK b)

No or don't know... 2 (SKIP TO INSTRUCTION BEFORE 7)

b. Have you smoked any of them? (If "yes") About how many?

None at all... 27-1  
Less than one pack... 2  
1 to less than 3 packs... 3  
3 to less than 6 packs... 4  
6 or more packs... 5  
Don't know... 6

IF MARLBORO MENTIONED (QUESTIONS 2, 3b, 3c, 4b OR 5a) SKIP TO 8

IF MARLBORO NOT MENTIONED AT ALL, ASK 7

7a. (A, Another) new filter cigarette on the market is the Marlboro filter tip. Have you heard of it by any chance?

Yes... 28-1 (ASK b)

No or don't know... 2 (SKIP TO 10)

b. Have you smoked any of them? (If "yes") About how many?

None at all... 29-1  
Less than one pack... 2  
1 to less than 3 packs... 3  
3 to less than 6 packs... 4  
6 or more packs... 5  
Don't know... 6

8. To your knowledge, do these new Marlboros sell for more than Winstons or Viceroy's, the same, or less?

More expensive... 30-1  
Same price... 2  
Less... 3  
Don't know... 4

IF HAS TRIED MARLBORO BUT USUALLY SMOKES OTHER BRAND ASK 9; OTHERWISE, SKIP TO 10

9. After trying Marlboros, why was it you didn't continue to smoke them as your regular brand?

1-31... 32-1  
2-31... 32-2  
3-31... 32-3  
4-31... 32-4  
5-31... 32-5  
6-31... 32-6  
7-31... 32-7  
8-31... 32-8  
9-31... 32-9  
10-31... 32-10  
11-31... 32-11  
12-31... 32-12  
13-31... 32-13  
14-31... 32-14  
15-31... 32-15  
16-31... 32-16  
17-31... 32-17  
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98-31... 32-98  
99-31... 32-99  
100-31... 32-100

10a. Do you or any member of your family have a car?

Yes... 33-1 (ASK b)  
No... 2 (SKIP TO 11)

b. Did you buy it new or used? (latest year model if has more than one)

New... 34-1  
Used... 2  
Don't know... 3

11. What is the occupation of the head of the household?

1-35... 35-1  
2-35... 35-2  
3-35... 35-3  
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97-35... 35-97  
98-35... 35-98  
99-35... 35-99  
100-35... 35-100

NAME OF RESPONDENT

ADDRESS

PHONE

Sex

Male... 38-1  
Female... 2

Economic level

A... 39-1  
B... 2  
C... 3  
D... 4  
Not evident... 5

Age

35 or over... 40-1  
Under 35... 2

Type of store

Grocery...  
Drug...  
Cigar Newsstand...

INTERVIEWER'S INITIALS

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